

Guvernator's Restaurant

Oysters and Clams
All the Year Round
SEA FOOD
A SPECIALTY

OFFICERS OF THE CLUB.
President, M. S. Knight
Vice-President, S. T. Leaming
Secretary, Raymond Massey
Treasurer, Ralph Dombrower
Address communications, contributions or suggestions for Truth to W. S. Campbell, Chairman of Publicity Committee.



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Aragon
means
Best
in
Coffee Tea Rice

DIRECTORS:
M. S. Knight
S. T. Leaming
Raymond Massey
Ralph Dombrower
Robert Saville
W. S. Campbell
Gervin Taylor
E. N. Eckel
H. P. Harrison
Address all communications relating to membership and club affairs to Raymond Massey, Secretary, P. O. Box 239.

POPULATION OF RICHMOND

172,550 —Richmond City Directory, Published June 1, 1920.
171,667 —Census Report, Published August 20, 1920.
883 —Difference.
Have you a complete City Catalog on your desk?—The City Directory.

HILL DIRECTORY CO., Inc.

Publishers, Mutual Building, Richmond.

Virginia Engraving Co., Inc.

Photo-Engravers
Artists and Designers
8 and 10 North Eleventh St.,
Phone Randolph 318.

For French Cakes and Pastries of Quality

Ask for MAXIME'S Sold Everywhere

Wholesome, deliciously good and appropriate for all occasions.
MAXIME'S
717 East Grace Street.



Good for the Eyes

The S. GALESKI Optical Co.
Main & 8th Sts. 223 E. Broad St.
Kodak Headquarters.

better have
WHITTET
print it.

WHITTET & SHEPPERSON
Printers
Eight St. between Main and Franklin
RICHMOND, VA.

The Safe-Cabinet

"The World's Safest Safe"
Heads the Highest Endorsement of the Underwriters' Laboratories.

Underwriters' Laboratories
Insured Safe Class A No.
Underwriters' Laboratories
Insured Safe Class B No.

THE SAFE-CABINET COMPANY,
St. M. Friedman, Agency Manager,
18 North Seventh St.
Madison 207. Richmond, Va.

REMEMBER!!

We Write All Lines of
INSURANCE

AND
SURETY BONDS

Gibson, Moore & Sutton, Inc.
308-9-10 Mutual Building.

Taxpayers

should have their accounts stated in conformity with the Federal tax requirements and scientific accounting.
We invite you to come in and talk over your accounting and tax problems, or at your request we will call at your office.

Pullen, Henderson & Company,
Certified Public Accountants
Richmond, Lynchburg, Raleigh, Va.

The Times-Dispatch

has a distinctive service to render Advertisers. Ask the Advertising Department.

Randolph 1

VACATION TIME IS OVER

The good old summer time is gone. Fall is here and soon winter will be with us. Vacation time is over and we return to the tasks that are in front of us with a spirit of renewed determination to do better and larger things than ever before.

Have you been taking a vacation from the activities of your club? Have you been resting through the summer months? Then it is time for you to get in harness again; it is time for you to get interested in what your club is endeavoring to do for Richmond.

It is an old and true saying that a chain is no stronger than its weakest link. If there are a lot of weak links in the Advertising Club it naturally follows that the club will be unable to work at its greatest efficiency.

Some think that when they have paid their dues they have done their part by the club. Such is far from the truth. The club needs your help, your enthusiasm, your work, more than it needs your money. With the fall and winter months just around the corner, let us buckle down to brass tacks again and put the Richmond Advertising Club over in the "zippy" fashion that has always characterized the organization.

Are you reading the BETTER BUSINESS BUREAU BULLETINS published each week in the TRUTH SHEET? Mr. Leaming is disseminating a lot of useful information in these bulletins, and if you are not reading them, you should. The Advertising Club is the parent of the Better Business Bureau, even though some of us are treating the Bureau like a stepchild. It is to your interest to be interested in the Better Business Bureau—and out what they are doing and then help them do more!

WHOLESALE CANNOT DESCRIBE HIMSELF AS MANUFACTURER

The Federal Trade Commission has handed down a ruling to the effect that, unless a firm actually manufactures the goods it sells, it may not represent itself as a mill. The Franklin Knitting Mills was cited for unfair competition in buying and selling knit goods. This firm conducted a wholesale or jobbing business only, and at the time its name was adopted, there was in existence The Franklin Knitting Mills, Inc., which was a long-established firm engaged in the manufacture of knit goods.

This ruling is of importance in the cases which frequently crop up wherein dealers in clothing and other goods describe themselves as "Mills."

UNINTENTIONALLY MISLEADING

Illustrative of the way in which thoughtlessness may lead to misleading statements in advertising is the case of a firm which conducts a mail-order business in raincoats which are made for the company by a new

We Meet Today at the HOTEL RICHMOND

All of us are glad that Prof. H. H. Seay, Jr., will resume his courses of lectures today on "The Economics of Merchandising." Mr. Seay's subject today will be "Meaning and Significance of Value."

There will be important business to come before the meeting today, and a full attendance is requested.

process owned and controlled by them. These coats, when ordered, are shipped to the buyer in a factory where they are made, although this factory simply makes them under contract with the owners of the process.

Desiring to emphasize the value and savings to be had through their method of selling, this firm advertised "Direct From Factory," which, of course, was technically true, though there was no particular saving to the buyer in the fact that the goods were shipped from the factory, and the idea that the phrase conveyed was, undoubtedly, that the firm owned the factory. Other statements in the advertising were somewhat misleading, but, in conference with the officers of the firm, their good faith was apparent and, when the ambiguity and misleading character of the statements was pointed out, they promptly promised entire elimination of any doubtful expressions.

BETTER BUSINESS BULLETINS

Comparative Prices vs. Former Prices

When you say a thing is "worth" a certain price, you seek to have your opinion of its worth accepted by readers of your advertising. If, on investigation, any of your readers disagree with you, you have advertised yourself into their ill-will; every one feels contempt for what is believed to be a lie.

Assuming that you are so very particular that your comparative prices always will bear up under investigation, how about the other fellow—the unscrupulous the shady, the ignorant dealer?

By placing the dignity of your acceptance upon a most variable practice, you have opened the way for the abuse of public confidence in advertising which costs you real money.

Saddest part of all—this is going on right under our noses every day.

On the other hand, if your "worth" figure is honest, it will carry more weight and secure greater acceptance if you say: "formerly priced," "regularly priced," "reduced from," or some such expression. Such terms leave the shopper to decide as to the comparative worth of the articles. The Bureau disapproves the use of comparative prices.

The Better Business Bureau of Richmond, Inc.

COMPETITIVE ADVERTISING

The erroneous idea is again set afloat that advertising does nothing more than take money from one man and give it to another, by merely diverting business from one channel to another. "If your advertising gets people to brush their teeth with So-as-you-don't," asserts a reckless writer, "it's the same thing as getting them to do it with So-as-you-do. The main idea is to keep the teeth clean, and the advertising of forty kinds of tooth paste is a sad waste of dollars."

This is as far from true philosophy as it is from practical business sense. As well might it be asserted that where one blade of wheat will grow there is no excuse for two; that since one razor will shave there should be no more on the market, or that because one make of automobile gives good service it should have a monopoly.

The false philosophy fails to take into consideration the vital fact that competitive advertising, even more than competitive production, is the great constructive force in modern business.

Advertising creates demand; competitive advertising develops public taste and compels constant improvement of products. If forty persons are using forty kinds of tooth paste today where one person was using one kind forty years ago, the benefit to the public as well as that to the many manufacturers is due to competitive advertising. Competitive advertising is not duplication or waste. It is the speaking soul of business. It is at once the school of ever widening public demand and the spur to better and more varied production. The line of business that is dominated by monopoly is dead or dying, and it has no message. But for virile upbuilding competition there would be no advertising at all.

CECIL, BARRETO & CECIL

Incorporated

Advertising

NEW YORK

RICHMOND



Calling to your attention the best place for business men and women to eat—

Murphy's Dining Room

Eighth and Broad.

Um-m—M!
Great!



The Tastiest Blend of the Mellowest Fruit Flavors.

AT ALL DEALERS
Made by FRANKLIN-CARO CO.
Richmond, Va.

Stocks and Bonds

We have excellent facilities for the handling of securities on all markets.

LOCAL SECURITIES

EUGENE R. JONES & CO.
507 E. Main St. Mad. 7147.
Members Stock Exchange.

Better Printing—Better Advertising

The Shop of Better Printing
Garrett & Massie, Inc.
1309-11 E. Franklin Street
Madison 7294

We Think as well as print TRY US

Williams Printing Co.
11-13 N. Fourteenth St.
Phone Madison 989

Gilding on Glass, Cornice Signs, Show Cards, Bronze, Brass, Nickel and Etched Glass Signs.

Pressed Metal Signs Made in Large Quantities.

Grace Sign Co.

116 North Seventh Street.

American Audit Company

PUBLIC ACCOUNTANTS.
Richmond Branch,
Room 214 Amer. Nat'l Bank Bldg.

CONSULTING ACCOUNTANTS.
Audits Business Systems
Examinations Cost Systems

Home Office,
100 Broadway, New York.
ALLAN TALBOT Resident Mgr.
Phone Randolph 961.

STEREOS and MATS

Ad Club Members can get quickest and best service in our modern plant.

VIRGINIA STATIONERY CO.,
Mfg. Dept. Ninth and Cary.

For Best Work and Satisfaction Go to Southern Auto Repair Company, Inc.

920-922 West Broad Street,
Richmond, Va.

Madison 6308. Randolph 1006.

PRIME RIBS OF BEEF

Au Jus
Richmond Cafeteria
Eighth and Franklin Streets.

You Can Have Your Old Carpets Dyed and Woven Into New Rugs

at a saving of half the cost of ordinary rugs. By improved methods which it owns exclusively, the Olcott Rug Company of Chicago, makes beautiful rugs—totally different and far superior to any other rugs woven from old carpets.

You Choose the Colors.
Call and see sample rugs.
RICHMOND AWNING CO.,
214 North Ninth Street,
Agents for Virginia and N. Carolina.

Electrical Work of Every Description

Complete Line of Electrical Appliances.
MORRIS HUNTER
113 North Eighth Street.

D. A. PRENTISS

310 West Broad Street.
Grant
Oldsmobile
Saxon
COLUMBIA STORAGE BATTERIES.
Phone Randolph 409.

Electric Motors Repaired

QUICK SERVICE
We are equipped to give you prompt and intelligent service on your motors and generators.
Wingfield & Hundley
Richmond, Va.

Virginia Trust Company

The Safe Executor

RICHMOND, VIRGINIA.

Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.

Established 1892—Twenty-Eight Years Ago—for That Purpose.

This Space Reserved for COTTRELL SADDLERY CO.

WATCH IT

We Are Pleased

to announce that our Bank has been placed upon a quarterly dividend basis. And that our Directors have declared dividend No. 103 of 4% to our stockholders, which dividend is payable October 1st.
The Union Bank of Richmond
1104 East Main Street.

We Want You on Our Books

We Will Do Anything a Good Bank or Trust Company Can Do for You.
Resources, \$42,000,000.
First National Bank
The Oldest Bank in Richmond.
Interest in Savings Department Begins the First Day in Each Month.
Why Not Rent a Safe Deposit Box?

WANT TO SELL REAL ESTATE

CALL
ALLAN, SAVILLE & SNEAD, Inc.
501-2-3 Ry. & Power Bldg.
Phone Randolph 3326-3327.

Appropriate Any Time.

Wynne's Ice Cream

MADISON 3510.
FRESH STRAWBERRY.



"No Car Rides or Drives Like the CADILLAC."

JONES Motor Car Co.

The Oldest Agricultural Journal in America.

Circulation, Over 100,000

Established 1840

The Southern Planter
Semi-Monthly
Offices: 28 North Ninth Street.
P. O. Drawer 1236
Richmond, Va.

NOTICE!

Special sale on Screen Doors for one week. Prices from \$2.79 up, including all fixtures. Come in and compare our prices with others.

Newton-Woodward Hardware Corp.,
616 East Broad Street.

SCHER'S SODA WATER

Cor. Ninth and Broad Streets,
Richmond, Va.

Maccar Trucks

ARE BEST
Is the verdict of many users
KING-WILSON MOTOR CORPORATION
520 W. Broad St. Mad. 1361.

The Best Stenographer in the World

So say all users of the Ediphone System. We will gladly install in your office, on your own work, on a result proving basis.
The Ediphone
CARNegie OFFICE SUPPLY CO.,
726 East Main Street.



Notice: that DAY-ELDER TRUCKS are built of very finest materials, money can buy, and, second, they are the most reasonably priced WORM DRIVE trucks on the market. INVESTIGATE!
KLINE K&B SALES CO.,
605-618 West Broad Street,
Richmond, Va.

SAN CARLOS HAVANAS

10c Straight and 2 for 25c
\$4.50 and \$5.50 Per Box
Frank Moriconi & Co.
Tenth and Main Streets.

AD-VISE

"Printing of Distinction"
For Results
Brown Print Shop
Where Governor Street Meets Franklin, Richmond, Va.
Phone Madison 1890.

Sydnor Pump and Well Co., Inc.

Water Supply Equipment
1310 East Main Street,
Richmond, Va.

"S. & H." Premiums in your home are inside evidence of a Thrifty Outside Habit.

S. & H. Green Stamps
do save money for millions
THE
Sperry & Hutchinson Co.
106 North Seventh Street.